



# WISCONSIN SIGN ASSOCIATION, INC. SIGN DESIGN CONTEST OFFICIAL ENTRY FORM

## Rules & Information

- To be eligible, a submission in any category must have been designed and built after September 2009.
- Judging will be based on overall design, selection and use of materials, and compatibility with application for which it is intended. Entries will be judged by a panel selected by WSA, but not from among competitors.
- The names of the winners will be announced and the awards presented at a prestigious awards ceremony at WSA's Annual Fall Conference on October 7-8, 2010 at the Potawatomi Bingo Northern Lights Casino, Wabeno, WI.
- Submit **TWO** color photographs of each entry (hard copy or digital).
- Digital Photo Specifications:** Format: JPEG (.jpg); Resolution: 150 d.p.i.; Size: Minimum 5" x 7", Maximum, 8" x 10"; Color: 24 bit RGB

Category	Member Rate	Non-Member Rate	# Submissions Allowed
I	\$25/entry	\$35/entry	No entry limit
2-10	\$30/entry	\$50/entry	4 entries/category
11	FREE	FREE	No entry limit

## Contest Prizes

### Categories 2-10:

- The **designer** for each first place winner will receive \$50 in cash. The **company** for each first or second place winner will receive a decorative plaque.
- One entry will be selected from all of the category winners as the Tom Dorse Memorial Award for Best of Show. The **designer** will receive a \$400 cash prize. The **company** will receive a decorative plaque.

### Category I (Small Sign Shops—0-4 employees):

- \$200 grand prize/1st Place + Plaque
- \$50 & Plaque to 2nd & 3rd Place

### Category II (Silly Signs):

- No cash prize
- Company will receive a decorative plaque.

**\*\*Sign Designers will vote for the "Designer's Choice Award" at the Annual Fall Conference.\*\***  
Winner will receive a \$200 cash prize and a decorative plaque.

## Design Categories

- Small Sign Shops (0-4 employees only)
  - Any type of sign
- Pylon (exterior identification)
- Monument (exterior identification)
- Non-Illuminated (exterior identification)
- Directional/Wayfinding (Sign System)
- Vehicle
- Individual Letters
- Unique (Neon/LED/Sculptural)
- Interior Identification  
(illuminated, non-illuminated, directory)
- Mural/Banner/Awning/Digital
- Silly Signs (misspellings, errors, funny shape, etc.)
  - Any type of sign

## Entry Form

*See the reverse side for competition rules.*

Category Number \_\_\_\_\_

Title or Description of Entry \_\_\_\_\_

Name and Location of Production Facility \_\_\_\_\_

Marketing Statement / Objective \_\_\_\_\_

Target Audience \_\_\_\_\_

Approximate Month/Year of Installation \_\_\_\_\_

Approximate Size \_\_\_\_\_

Submitted by \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Sign Designer \_\_\_\_\_

## Deadline

All entries must be received by **Friday, September 3, 2010** (See the *Digital Photo Specifications* under "Rules & Information")

Electronic entries and sign photos should be e-mailed to Heather Westgor at [heather@wamllc.net](mailto:heather@wamllc.net)

Hardcopy entries and sign photos should be mailed to:      Wisconsin Sign Association, Inc.  
11801 W. Silver Spring Drive, Suite 200  
Milwaukee, WI 53225  
(414) 271-9277 • Fax (414) 464-0850

Method of Payment:

Check     Mastercard/Visa (circle one)    Card No. \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3-Digit Customer Code \_\_\_\_\_

**NOTE:** If you electronically submit your entry, please send application fee promptly to the aforementioned address.